

Boomers: Books and Programs for an Energized Generation

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Boomers Leading Change in Health



boomers leading
CHANGE

IN HEALTH

Welcome!

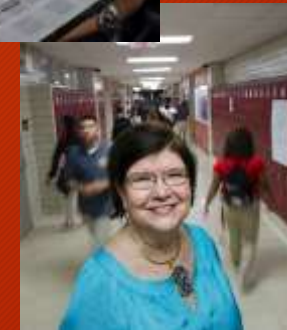
In today's session:

- Chapter I - The Encore movement - second acts for the greater good
- Chapter II - A noteworthy public library initiative
- Chapter III - Share your successes, ideas
- Chapter IV - yet to be written (after this session...)

Chapter I: Encore Movement

3 FACTS ..and
a need to change the conversation

- Resources for Encore seekers

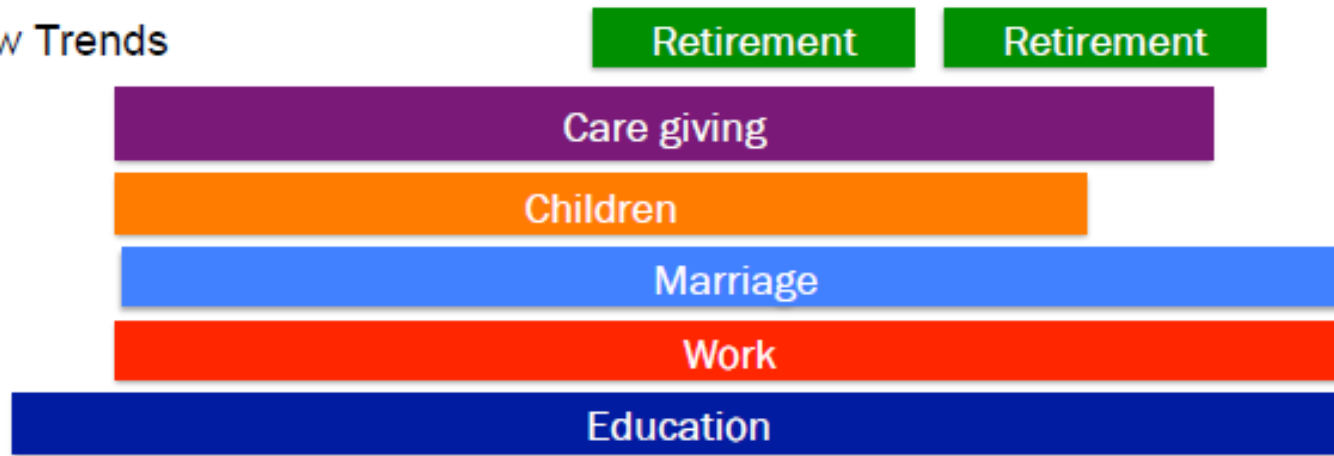


An asset-based approach to aging

- A new stage of life - call it “third age,” “second act,”- between the end of midlife and true old age
- Four of five boomers say they expect to work into what used to be retirement years
- A search for purpose and contribution in second half of life drives boomers to Encore careers or significant volunteer work.
- According to one sources, “neither the public or the private sectors have fully realized the opportunity this group of multi-faceted older adults represents nor have they built the necessary strategies and capacities to effectively serve and engage them.”

CHANGING LIFE STAGES

New Trends



Traditional Trends



0 20 30 40 50 60 70 80 90 100+

LIFE SPAN

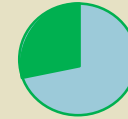
From TLA50

Service Providers

Second Act - Third Stage
Productive/generative

Fourth Stage - Slowing
down
Some limitations

Empower



Engage

Equip

Support



Sustain

Give

Receive

50



100

What services does the 50+ group need?

Chapter II: One public library initiative

Transforming Life After 50 (TLA50) was launched by the California State Library to address the changing nature of aging. It has become a national model of innovation, not just for libraries, but all kinds of organizations that aim to serve and engage mid-life adults, ages 50+.

Their belief: Public libraries have the potential to become cornerstone institutions for productive aging, but they too will need to develop new strategies to better serve and engage older adults.

They are eager to share their findings, their training and their programming with others through their website: <http://www.transforminglifeafter50.org/>



TLA 50

Website tour: <http://www.transforminglifeafter50.org/>

- Innovators
- Curriculum
- Resources
- Tools
- Contact/Follow



Chapter III: your story and your ideas

- View from “on the road” - (Deb Fallows)

“... public libraries: They know what’s going on in town so they know what the needs are. They know what the gaps are. They know what the shortfalls are. It’s been astonishing to me how they have, place by place, stepped up and filled in.”

American Futures, Marketplace, NPR



Chapter III: your story and your ideas

Engaging Adults 50+ (not just Boomers...)

- Share successes
- Projects underway
- Ideas for new projects
 - Next steps
- Resources:
 - encore.org
 - Boomers Leading Change (in health): blcih.org
 - Colorado Encore Network initiative
 - Broadening scope to Positive Aging messaging

